

ORDER



Orders

Order / Rev: 725215

Alt Order #: 06398040

Product Desc: NRA-ILA

Estimate: 3510

Flight Dates: 10/31/12 - 11/02/12

Original Date / Rev: 10/26/12 / 10/26/12

Order Type: Political

WKYC

Primary AE: Joe Knauer

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: American Media & Advocacy Grp/ POI

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: NRA-Institute for Legislation Action

Demographic: A35+

Product Codes: IS-Candidate/Presidential

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	2	\$5,600.00	\$4,760.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$5,600.00	\$4,760.00	0.00
Totals	2	\$5,600.00	\$4,760.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
1.MUR TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,800.00		0.00			
E 2	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
1.MUR TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----			1			\$2,800.00		0.00			
													Totals	2	\$5,600.00